

Notice of References Cited	Application/Control No. 09/849,168	Applicant(s)/Patent Under Reexamination NEAL ET AL.	
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	B	US-6,029,139	02-2000	Cunningham et al.	705/10
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	V	Tellis, G.J "Tackling The Retailer Decision Maze" Marketing Science, 1995 (p. 271-299)
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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